Personal Information about the referee

(Here 1. Refers to Referee No. 1- Accounts and FM professor, 2 refers to Advertising and commerce professor)

In what capacity has the recommender known you?

Academic:

Courses taught?

1.Reshma Jaisinghani - Accounts &Financial Management, Mathematical and Statistical Techniques

2.Ashutosh Saxena- Commerce, Advertisement

Extra Curricular:

Activities organized?

1. Extension cell – 120 hours of community based projects like status of women in society, population education, Annapurna project, career project.

Accountancy Association - research method workshop, stock market simulation activity,

Entrepreneurship cell – How to write a B plan, and various workshops

2. JAF- Jai hind advertising fest

Associations Supervised?

1.Accounting association, Entrepreneurship cell, Extension cell

2. JAF team

Final Year project?

Interactions:

Info needed:

Strengths displayed? (Please give examples as well)

Traits that kept him above his peer group:

She is that student who exudes an intense optimistic aura and believes that nothing is impossible and everything can be worked out. Her belief has led her to persistently work towards her goal with no sign of fatigue.

1. She likes challenges and this can be clearly seen by her choice of pursuing the intensive course Chartered Accountancy along with her internships and Bachelor of commerce degree course.

I particularly remember that she, on being inspired by Stock market simulation workshop conducted by accounting association, gained confidence in her investment tactics and went ahead to invest her internship stipend in Indian security market. Her interest visibly piqued during financial management sessions and she went ahead to ask questions beyond the scope of the syllabus and these discussions ended up adding tremendous value to the whole class. She is one student who could align her theoretical knowledge of concepts such as capital asset pricing model, financial analysis and technical analysis with her analytical nature and make bold investment choices. During the period that the indices were down by 12%, she managed to get a return of 20 % on her portfolio.

2. She always yearns to create an impact. Realizing the dearth of quality fast consuming news, she co founded a news tech startup – Sumrise, backed by Raghav bahl (founder of TvNetwok18) while still in college. Recognizing the commitment and drive, Quintype funded the idea.

This ability to take initiative, and follow through on her commitments is a thing that sets her apart and will allow her to take up challenging projects and add value. Additionally, her sharp analytical & quantitative skills will allow her to assess business problems properly and contribute to projects and class discussion.

Her inquisitive and analytical nature earned her the reputation of a \ problem solver.

Quality of skills:

1. She also demonstrated her research and leadership skills on the research project ‘Status of women in society’. Her final report reflected her hard work and showed a new approach to deal with sensitive issues.

2. She led her group in JAF (An advertising fest) wherein they secured second position for the marketing strategy. She managed the whole product flow seamlessly, as well as formulated an innovative marketing strategy spread over a month, which led them to earn the highest revenue among the 25 + participant groups. Her approach to marketing not only led to higher sales for their product, but also increased the footfalls for the fest.

Going a step further:

She is very sincere and hard working, and went beyond her degree course - commerce curriculum to specialize in finance, just because she was curious to learn about the business world. She went on to clear CA Level 2 as well as CS Level 2.

Education not hindered the personal growth:

From the start of the college, her rigorous academic curriculum did not deter her from participating in various competitions and workshops, that have in turn ensured diversity in her portfolio of extra curricular activities in every field whether technical, cultural or sports. For instance, she participated in organizing Jashna, a festival that highlights talent and demonstrated excellent leadership and management skills. (blood donation, various workshops, )

Sports:

Team player: Worked with the core GSM to organize Jashna, a festival that highlights talent and gives it a push.

An achievement or memorable instance:.

Social and community services:.

She has always been very keen and enthusiastic to give back to the society by participating in various social and community services. She was an active member of the Extension cell, wherein she committed 120 hours to social service. She further participated in organizing various blood donation camps, swacch bharat abhiyaans. She also actively advocated about MAD, an NGO that educates disadvantaged children and encouraged her peers to commit to social causes such as these.

Drive and resilience:

Along with her preparation for CA, she cleared the tough Round 4 internship interview of KPMG and Deloitte and was one of the only two who secured internship at Deloitte.

There, she did a commendable job and impressed her mentor and higher authorities by her work. She highlighted her strong problem solving and analytical skills.

Areas of improvement (2 for each LOR) ? & how have you tried to improve on it?

Problems of delegation: Initially she used to micromanage class projects and thus ended up doing majority of the work in a bid to develop the best project. Gradually, she learnt to delegate tasks recognizing the best of the ability of the group member’s, motivated them to excel thus made sure everybody is involved. Made group projects such a learning experience that other students looked forward to be in the same group as her.

Any specific instance where you were impressed by the candidates potential? Give details about the experience

Examples

* Going beyond whatever was necessary to give a splendid performance
* Exceptional project work done
* Excellent team work potential shown while performing in an event
* Maturity shown while handling a tough task, while handling peers

Give detailed explanations of the incident where you displayed these skills